Sourcing and Using Graphics for Poster Presentations

Copyright, Images and Good Practice

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Key Objectives

- What is copyright?
  - What does it cover and how does it work?
- Using other people’s work
  - Finding image sources and understanding licensing
- Asserting copyright in your own work
- Access to resources and further help
Copyright Designs & Patents Act 1988 with amendments

Copyright is automatic
Duration of copyright varies according to the type of work

Literary Works
Musical Works
Artistic Works
Dramatic Works

Includes film, sound, broadcast, images, data etc.
A small word of caution:

Students often have high levels of anti-copyright norms

However...

- A higher level of copyright awareness makes it possible to avoid legal challenges
- When it comes to copyright we each have our own personal attitude towards risk

“We want black and white answers but copyright offers grey - it is important to remember that grey can be beautiful”

- Ronan Deazley
Copyright and rights holders - what can you do with somebody else's work?

- Is something out of copyright?
- Can you adapt or share the work without obtaining permission?
- Does the rights holder grant permission for you to copy or use a licence with distinct re-use conditions?
Using Images
Protected images may include graphs, tables, charts, diagrams, fine art, illustrations, drawings, cartoons, photographs etc.

Do...
➢ Assume copyright applies unless told otherwise
➢ Always attribute the source (moral rights of the creator)

Don’t...
➢ Assume online images are copyright free
➢ Don’t assume the person posting an image owns the copyright
I want to create a poster presentation for a conference...

- Use **specialised medical images** sites that allow permission to reproduce, adapt etc.
- Use **creative commons** pre-licensed images
- Use **copyright free** images or **create your own**
- Think about how you are going to get credit for your poster and if you need to add a re-use licence
Resources

For an extensive list of resources to accompany this presentation visit the PADLET tool online via http://bit.ly/GEMpadlet
Licensing
There are many types of re-use licences out there

- Find out what licences are available and understand how they work with different content types
  Licenses can effectively provide zero risk
  They all involve limitations
- Get into the habit of reading terms of use, licensing statements etc. when using other people’s content
- Preferably use images that are labelled for re-use, with or without modification
Specialised Image Sources

Full list on the PADLET
Scenario
Adapting an image

Where did I find the image?

I want to add arrows and labels
Is adaptation permitted?

This example comes from a specialized medical image site and I am permitted to do what I like with it for educational purposes (Terms & Conditions)
Scenario
Using a creative commons image

File: 1124 Intrinsic Muscles of the Foot.jpg
From Wikimedia Commons

This file is licensed under the Creative Commons Attribution 3.0 Unported license.

Slide reproduced with permission of S.J. May
Creative Commons and ‘Open’ Licensing

What are CC Licenses? Sites that permit legal sharing

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Using search engines for copyright free images

You can find images for reuse on Google Images, Flickr etc.

Enter your keyword, then select **Search Tools** and then **Usage Rights**.

Select the option that fits your requirement, i.e. labelled for re-use with modifications or labelled for reuse, etc.
Click on the image to view the image details:

Only the text is via CC-BY-SA Licence
On the other hand, this image … takes you to Flickr and states:

“Image: some rights reserved”

Click on the link to discover it is free to share and adapt as long as attribution is given (CC-BY)
The moral right of the image creator to Attribution

- Maintain a record of your images
- Use the correct *attribution and citation format* where required
- Consider using an attribution tool

I used **Xpert tool** to embed the assigned creative commons licence onto the image. **This is useful on a poster as it saves space**
Cite the image
APA Library Guide - Images
libguides.swansea.ac.uk/APAReferencing/images

There is also a very detailed blog post on referencing images on the Padlet along with links to several attribution tools.
Summary

- Understand the importance of recording and citing images – use **attribution** wherever needed
- Use the **specialised subject image sites**
- Be aware of the limitations of using search tools for free images and **evaluate the source** of those images
- Understand the **permission** granted by terms and conditions, re-use licenses etc.
- Understand how you can re-use **creative commons** images
Further Guidance

Copyright Library Guide: Using Images
libguides.swansea.ac.uk/copyright/images

c.rauter@swansea.ac.uk
Credits

Hand-Gif
Copyright Free Illustration
*The Sourcebook of Medical Illustration* (The Parthenon Publishing Group, P. Cull, ed., 1989)
Download for free: https://cbs.umn.edu/jensen/image-bank

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Eye Orbit Anatomy Anterior
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Download for free: https://youtu.be/AeTIXtEOplA
Uploaded on 4 Jul 2011, Accessed 18 March 2017
Any questions?

Develop good copyright habits - be critical, be confident and be creative
Go and make a brilliant poster!

Don't forget to add your name and contact details to your poster.